



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION

Applicants : Steven M. Schein et al.  
Application No. : 09/810,324  
Confirmation No. : 9059  
Filed : March 16, 2001  
For : SYSTEM AND METHOD FOR LINKING  
TELEVISION VIEWERS WITH ADVERTISERS AND  
BROADCASTERS  
Art Unit : 2623  
Examiner : Hai V. Tran

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

EXPRESS MAIL CERTIFICATION

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New York, New York 10020  
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REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated  
April 6, 2006, applicants respectfully request  
reconsideration and allowance of this application in  
light of the following:

Amendments to the Claims are reflected in the  
listing of claims that begins on page 2 of this paper;  
Remarks begin on page 10 of this paper.